

Name: _____ Period: _____ Due Date: _____

Sports Marketing Promotion Unit Project Retailer Promotion

In the area provided, describe at least two Sponsor/Retailer specific promotions that could be run in coordination with your event. Remember to have promotions build on sales and focus on a distinct R.O.I. for the sponsor and/or the retailer.

You may use more than one page if necessary.

Retailer:	Retailer Involvement:	Event:	Event Promotion:	Sales/R.O.I.
Checker® Auto Parts Auto parts retailer	Drawing location for NASCAR® trip Checker 400® Polo Shirts provided for and worn by all employees. Checker 400® decals on windows, doors and at register locations. Stand-Alone sales display featuring NASCAR® drivers for Drawing Entry	NASCAR Winston Cup ®Race Checker 400®	Naming Rights to Race Checker 400® Field Logo Flags & Banners @ Races Sales Opportunities @ Races Internet Marketing PA & Program Announcements Hospitality & Ticket Packages	Increase interest in retailer by utilizing NASCAR® opportunities Increase Sales for time period up to & following event. Increase sales & retailer interest at the race.
Retailer:	Retailer Involvement:	Event:	Event Promotion:	Sales/R.O.I.
Local Grocery Store	Sun Screen Display featuring players T-shirts for Checkers Signs & Banners to promote products Signs & Banners to promote event	Banana Boat® Beach Volleyball Tournament	Grocery Store Logo & Name in event guide as a sponsor Grocery Store Logo on event signs as a sponsor (at several retailers)	Increase exposure for retailer Promote retailer as a supplier Increase sales of related product (sunscreen) from Title Sponsor

Promotion Theme: _____ Promotion Title: _____

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DESCRIBE THE RETAILER	DESCRIBE HOW/WHAT PROMOTIONS WILL BE IMPLEMENTED AT THE RETAILER.	DESCRIBE THE EVENT	WHAT PROMOTIONS WILL BE IMPLEMENTED FOR RETAILER EXPOSURE AND BORROWED EQUITY FROM THE EVENT SPONSORSHIP.	Identify effects for: 1) Retailer and 2) Event

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